Cognitive Aging Research and Education Center

User Experience Research Report

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Overview

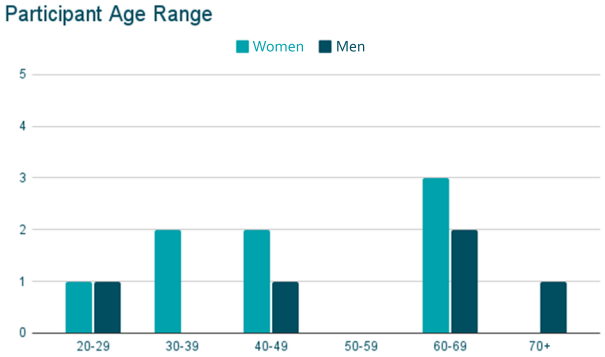
The CARE Team conducted usability testing on the CARE Center website (carecenter.uga.edu) with **the goal of identifying if the site is user-friendly** when trying to find resources relating to Alzheimer's disease and related dementias (ADRD) and **user reaction** to a portion of the **CARE Brain Health Video Series**. The CARE Center website caters to Rural Georgians to access resources on ADRD and further information on the CARE Center itself. We chose to use interviews from both rural Georgians and others associated with the CARE Center.

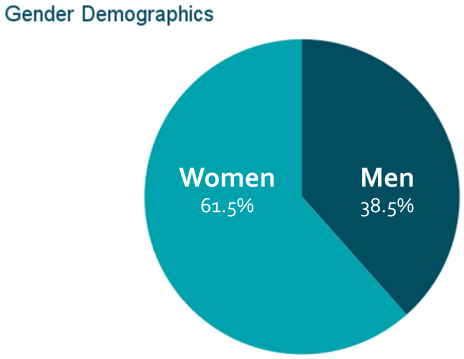
Average System Usability Scale Score

92.2

24.2% higher than the average according to usability.gov

Participants





Target Market Representation

CARE's target market is **rural Georgians** and **those affected by ADRD**. Our **13 participants** ranged in ages **22-74**, with the majority having a connection to rural Georgia. 46.2% of participants have a connection to CARE, while 53.8% did not. **Ten participants** have **served as a caregiver**, while **12 participants know someone** who was diagnosed **with dementia**.

Relative Interest

Participants spend anywhere from **1-10 hours** a day online

Resources used to learn about ADRD: academic journals, WebMD, Google, medical websites, social media, word-of-mouth, and the CARE Center

Positive Findings

Website

Users found the website educational hierarchy and appearance clear and easy to navigate.

"Not too busy. Like the Alzheimer's Association website there so much you just get kind of lost. This one you do not."

"...I haven't spent a whole lot of time on the website, it seems like there are helpful tools especially from my perspective. My mother had dementia and so having a place where there's specific support or education and the things that I thought about whenever she was being diagnosed."

Video

Users found the video series very professional and helpful.

"We're more on a caption sort of, world these days. This is sort of a captioned version of some deep science."

"It gives you some sense of 'Hey here are these different types of cognitive decline, but you know, it's okay. You can call us or see a doctor'."

Problem

High Severity

Services CARE provides outside of education **were unclear.**

"What can they do for me as a caregiver more than what I'm seeing on the website?"

A portion of our target audience **uses their mobile device's accessibility and zoom** features that **impact usability**.

Medium Severity

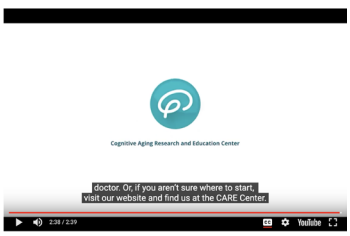
Only 61.5% success rate

Due to **confusing navigation bar** and **task wording** these three tasks had low success rates:

1.Who leads the CARE Center?
2. Navigating to the news page.
3. Who would you contact to reach the CARE Center in Hart County?

Low Severity

Video has a **verbal call-to-action, but no information** to show where to go.



Solution

Add **a page dedicated to CARE's Clinic** and their services. Create a **link to that page in the navigation bar.**

Install an **accessibility plugin.**

Users **most often clicked About Us** in the navigation bar to find CARE leadership, news and locations.

These **insights** will result in recommendations to **change About Us to About**, include **news and locations** in the About dropdown and **add buttons** to the main About page that link to pages such as "Meet the Team" in the dropdown.

Put the **CARE Center's web address** and **YouTube handle** in outro.

Appendices

A | Research Method Details

B | Testing instruments and tools.

C | Participant Consent Forms

D | Research Findings

View the full appendices: tinyurl.com/CAREappendix

carecenter.uga.edu